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INTRODUCTION

• Over 1,400 employees worldwide
• Largest manufacturer of woven axminster in the world
• Production sites in UK, Portugal and India
• Total vertical integration for optimum quality
EXPERIENCE & TRACK RECORD

• Over 20,000 years of combined experience within the company
• Over 200,000,000 m² of carpet sold

“We chose to work with Brintons because we wanted to install a carpet that would stand the test of time through its quality.”

Robert Comnius of Design 320

“Working with Brintons is always a pleasure. Their huge wealth of knowledge and breadth of their design archive resource make an architect’s life easier.”

Stephen Akehurst, Director of Stephen Akehurst & Associates
PRODUCT CONSTRUCTION

- Axminster Carpet
- Wilton
- Tufted
- ColorTec
- Printed Carpet
- Axminster Benefits
- Life Cycle Cost Analysis
AXMINSTER

- 3-Dimensional construction
- Pile tufts are supported by as many as 12 interlocking backing yarns
- Cut pile
- A thin layer of latex is applied as backing
TRADITIONAL WOVEN WILTON
FACE TO FACE WILTON

- 3-Dimensional construction
- Cute pile
- A thin layer of latex is applied as backing
TUFTED CARPET

Pile can be cut or loop

Primary Back

Latex Layer

Secondary Back

Tufts are held in place by a thick layer of latex

Brintons
## AXMINSTER BENEFITS

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TUFTED CARPET FEATURES

• **Appearance**
  - Design Limitations
  - Imprecise Tuft Placement

• **Installation**
  - Poor Pattern Match
  - Edge Mismatch
  - Low Strength

• **Performance**
  - Low Effective Pile
  - 2D Construction
  - Easier delamination

• **Maintenance**
  - Lesser Dimensional Stability

• **Life Cycle**
  - Shorter Wear Life
  - Early replacement

Brintons
COLORTEC CARPET

- Tufted product
- Simulation of Axminster
- Pattern match
- High % dyed yarn in backing
- Greater number of colors = greater qty of latex backing
- Harder installation
- 2D construction - delamination
PRINTED CARPET

• Color resolution/limits
• Color quality
• Possible chalkiness
• Color wears off
• Poor light fastness
• Poor wet fastness
• Challenging reproducibility
Based on a 12 year life cycle, Axminster is 20% cheaper than Colortec and 47% cheaper than printed tufted carpet.
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